

LIVE FROM AUS



WHAT IS LIVE FROM AUS?

Part of Tourism Australia's current **With Love From Aus** campaign, **Live from Aus** is a virtual travel activation which will bring some of Australia's best tourism offerings live into the living rooms of hundreds of thousands of Australians.

Using television and Tourism Australia's popular social media channels, Tourism Australia is creating a platform for Australia's industry to continue to connect with travel lovers, giving them ideas and inspiration to explore Australia when borders re-open and when people can travel again.

Tourism Australia will be highlighting the best that Australian tourism has to offer, from Australia's unique culture to stunning natural beauty, world class food and drink and exceptional wildlife. **Live from Aus** will be hosted by an array of Australian personalities, advocates and industry operators who will educate, entertain and inspire viewers with a range of interactive experiences, including cooking demonstrations, wine tastings, exercise classes, cultural immersion sessions and Australian wildlife encounters.

WHAT IS THE WITH LOVE FROM AUS CAMPAIGN?

With Love From Aus is a social media campaign that Tourism Australia revealed in early April. **With Love From Aus** is a simple, yet emotive message from Australia to everyone who is suffering as a result of coronavirus around the world, both internationally and domestically. Inspired by Matesong and communicated via Tourism Australia's social media channels, the short video keeps Australia front of mind for travellers as well as extending a hand of friendship and support.

WHY NOW?

Even though the ability to travel is currently on hold and the timing of the recovery is still uncertain, it is important that Australia does not go quiet as a destination. While people can't travel right now, they can still dream and plan for future holidays. Tourism Australia's marketing job right now is about keeping Australia front of mind for domestic and international travellers by using this enforced period of self-isolation to engage with people in their living rooms, feed their escapism and inspire them to travel again once the restrictions start to lift.

With the world in various stages of isolation, people are turning to media for information, entertainment and inspiration. Traditional TV viewership has increased 63 per cent, and internet browsing by 70 per cent. As part of that, viewership of live content across social channels has nearly tripled in the past month.

Live from Aus aims to capitalise on this trend by feeding consumers desire for positive and engaging content. This will place Australia in the best possible position to capture pent-up travel demand once travel restrictions lift and people can travel again.

HOW LONG WILL LIVE FROM AUS RUN FOR?

Live from Aus will kick off on Friday 15 May 2020 at 7:30pm on Network Ten's *The Project* with a special one-hour broadcast, **The Love Australia Project**, sponsored by Tourism Australia. This will be followed by a full weekend program on 16 and 17 May of live content on Tourism Australia's social media channels. Content will then be published regularly on Tourism Australia's social media channels supported by links from Australia.com articles with information on how to plan a trip to those destinations.

WHO IS THE TARGET AUDIENCE?

Live from Aus will target both domestic and international audiences. The one-hour feature on Network Ten's *The Project* on 15 May will

focus on domestic audiences, however the overall project and the content that streams on Tourism Australia's social media channels will target both international and domestic audiences.

WHY IS TOURISM AUSTRALIA FOCUSING ON THE DOMESTIC MARKET NOW?

Domestic tourism contributes about two-thirds of the visitor economy, with Australians spending more than \$80 billion on overnight trips last year and more than \$26 billion on day trips. Whilst domestic tourism alone can't fill the vacuum of lost international business, the reality is that domestic travel restrictions will be lifted before international ones and more Australians travelling domestically has the potential to deliver much needed revenue to Australia's tourism industry. Domestic tourism is where the recovery will start.

WHAT IS HAPPENING WITH THE HOLIDAY HERE THIS YEAR CAMPAIGN?

The *Holiday Here This Year* campaign was temporarily paused during the coronavirus outbreak. When the time is right and travel restrictions have been lifted, Tourism Australia will restart the Holiday Here This Year campaign and ask Australians to get out there and see their own backyard, whether it be a weekend away near home, a trip to another state or discovering somewhere in Australia they've always wanted to visit.

WHO WILL BE FEATURED IN LIVE FROM AUS?

Live from Aus will feature some of the nation's favourite tourism and entertainment personalities, including The Wiggles, Outback Wrangler Matt Wright and chef Matt Moran. The schedule will include segments from a range of *Friends of Australia* along with industry operators across the country, all showcasing incredible experiences across Australia. For further details refer to full program schedule.

HOW WERE THE TOURISM OPERATORS THAT FEATURE ON THE PROJECT AND IN THE WEEKEND PROGRAM CHOSEN?

The operators were chosen to reflect Australia's diverse tourism offering across all states and territories and across four key segments - Australian culture, natural beauty, food and drink and wildlife. Tourism Australia also chose operators who were able to fulfil the specific requirements for a livestream on the specified days and times.

HOW CAN INDUSTRY GET INVOLVED?

Industry is encouraged to:

1. Join the [Facebook event](#), watch the program of content on [Facebook](#) or [YouTube](#) and share it with your networks using #SeeAustralia.
2. Stream your own events on your social media channels using the **Live from Aus** logo. You can download the logo from 16 May 2020 from tourism.australia.com/livefromaus.
3. Let Tourism Australia know about any live streaming events your business has coming up by emailing socialmedia@tourism.australia.com with **Live from Aus** in the heading. If the content is relevant for Tourism Australia's audiences, Tourism Australia can help promote it.
4. Submit your content ideas to be considered for Tourism Australia's channels by emailing socialmedia@tourism.australia.com with **Live from Aus** in the heading. Read the guidelines for more information.

IS THERE A LOGO FOR TOURISM BUSINESSES TO USE?

Yes, from 16 May 2020, you will be able to download the **Live from Aus** logo to use in your own channels when streaming tourism content. If you would like to use a logo when you are not streaming content, you can use the *Holiday Here This Year* logo.